

as delivery of packages, monitoring and surveillance, and agriculture. Such new business models enabled by 5G will open up new opportunities for companies to provide innovative services and increase their revenue streams.

### What, according to you, will be the key digital trends that will reshape the enterprise segment in 2023 and beyond?

#### Vinod Bhat

The aviation sector is transforming in numerous ways because of technologies such as IoT sensors that enable ongoing tracking of aircraft systems, the use of blockchain to track customer luggage and freight, enhance passenger identity verification, enable automated payments, and offer loyalty programmes. We feel the following will be the key trends or priorities for 2023 and beyond:

- Enhancement of cybersecurity frameworks based on XDR, ZTNA and SASE for better identity, access and threat management.
- Focus on enterprise data strategy and insights using AI/ML for proactive/predictive decision-making will continue.
- Enhancement of immersive customer experience using AR/VR/XR/metaVerse/ChatGPT.
- Moving from personalisation to hyper-personalisation offerings for customers and employees.
- Better employee collaboration and productivity tools with inbuilt workflow integration.

#### Riyaz Ladliwala

Emerging technologies such as AI, IoT and RPA have opened up new business opportunities and given rise to new customer expectations. Companies with the resources and mindset to take the leap can gain a competitive advantage, widening the gap between digital laggards and leaders.

I believe that the key digital trends poised to reshape the enterprise segment in 2023 and beyond include:

- The continued adoption of cloud computing and the shift towards multicloud and hybrid cloud strategies. This will reduce the dependency on a specific cloud

service provider.

- The increased use of AI and ML to automate tasks and improve decision-making. This will significantly reduce processing time and improve the quality of service. Moreover, this will help in better decision-making on the basis of predictions.
- The growing importance of data privacy and analytics that incorporate enhanced privacy protection will increase. This will cater to global privacy requirements.
- The emergence of edge computing and IoT to process and analyse data closer to the source. This will help in reducing round-trip time significantly, and processing sensitive information at the edge.
- The growing use of blockchain technology for secure and transparent data management and business processes.
- The use of low-code or no-code platforms to empower non-technical employees and speed up development processes.

#### Amandeep Nagpal

Some of the key digital trends that are expected to reshape the enterprise segment in 2023 and beyond are:

- **AI/ML:** AI and ML will continue to be major drivers of digital transformation, with businesses using these technologies to automate routine tasks, improve customer service, and optimise supply chain management.
- **Big data and analytics:** Businesses will continue to collect and analyse large amounts of data to gain insights, undertake informed decisions, besides improving their operations.
- **Predictive maintenance:** The use of ML to predict when equipment is likely to fail and schedule maintenance before it happens will reduce downtime and increase efficiency.
- **Smart factory and Industry 4.0:** The use of digital technologies such as IoT, AI and robotics to create smart factories that can automate, optimise and monitor production processes.
- **Digital twins:** The use of virtual models to simulate physical systems and processes in order to optimise performance, identify potential issues and plan for future scenario.

- **Blockchain:** The use of blockchain technology to create secure and transparent supply chains, track products and improve trust among different stakeholders.
- **Extended reality (XR):** The use of XR technologies such as AR/VR and mixed reality (MR) in various industrial applications such as training, product visualisation and remote collaboration.
- **Hyper-automation:** The use of advanced automation technologies such as AI, RPA and low-code platforms to automate a wide range of business processes, from simple tasks to complex, knowledge-intensive work.
- **Multi-experience:** The use of multiple digital touchpoints and voice assistants to provide personalised and immersive experiences for employees and customers.
- **Autonomous things:** The use of autonomous technologies such as drones, robots and self-driving vehicles to automate physical tasks and improve efficiency.
- **Zero trust security:** The adoption of zero trust security models that assume that all network traffic is malicious, and that all users and devices must be verified before accessing the network.
- **Cybersecurity:** The use of advanced cybersecurity measures to protect industrial control systems, such as the use of encryption and machine learning to detect and prevent cyberthreats.
- **Edge computing:** Edge computing will become increasingly important as businesses look to process data closer to where it is generated, reducing latency, and improving performance.
- **5G:** 5G networks will become more widespread, providing faster, more reliable internet connectivity, and enable the use of new technologies such as cloud gaming, VR and autonomous vehicles.

These digital trends will play a major role in shaping the future of the enterprise segment and help companies optimise their processes, improve efficiency and reduce costs. Companies that can quickly adopt and leverage these technologies will have a competitive advantage in the marketplace. This is expected to lead to more efficient, flexible and responsive operations, and a more personalised customer experience. ▲